

KS5 Business Summer work and reading list

Name _____



Business 1: Charity name _____

Make notes on all of the following. Be sure to add the sources of information in the Where from? section. You must research each term to find out what it means before answering this for your chosen charity.

Area	Answer	Where from?
Introduction/history and background		
Directors		
Ownership		
Liability		
Purpose		
Sector		
Scope of activities		

Size		
Organisational structure		
Functional areas		
Business mission		
Vision and values		
Aims and objectives		
Internal stakeholders		
External stakeholders		
Reasons for success		

Create a poster to include the definitions of the following key marketing terms:

- Mass market
- Niche market
- Diversification
- Unique Selling Point (USP)

1. Research and explain what is meant by the term marketing mix.

2. Create a new healthy drink idea. Make sure you discuss all aspects of the marketing mix.



Reading list

<https://www.tutor2u.net/business>

<http://www.beebusinessbee.co.uk/>

<https://revisionworld.com/a2-level-level-revision/business-studies-level-revision>